

Message Text

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SUJB. RESULTS OF FOREIGN BUYERS GROUP TO SUSTA SHOW

REF. NAHA 028

1. SUMMARY. FOREIGN BUYERS TOUR TO SUSTA SHOW IN FEBRUARY WAS MOST SUCCESSFUL TRIP FROM THIS POST. ALMOST COMPLETE RETURNS SHOW PROSPECTIVE IMPORTS FIRST YEAR TOTALING \$10.1 MILLION, MADE UP OF \$5.6 MILLION IN FOOD PRODUCTS AND REMAINDER IN FOOD PROCESSING EQUIPMENT, HOUSEWARES, CONSTRUCTION AND COMMERCIAL LAUNDRY EQUIPMENT. INTERESTING ITEMS INCLUDE IMPORTATION OF LIVE EELS, PET PONIES FOR JAPAN MAINLAND MARKET, NEGOTIATIONS FOR TV DINNER PRODUCTION, SELF-SERVICE GAS STATIONS, DRIVE-IN THEATER, AND LIVE CATTLE FROM HAWAII. END SUMMARY.

2. WITH 22 OF 26 PARTICIPATING FIRMS REPORTING (FOUR STILL ON

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WEST COAST), RESULTS ALREADY SHOW THAT FOREIGN BUYERS GROUP IN FEBRUARY WAS MOST SUCCESSFUL TRIP YET UNDERTAKEN FROM OKINAWA. GROUP CHALKED UP FIRST YEAR PURCHASES OF FOOD PRODUCTS ESTIMATED AT \$5.6 MILLION, CONSISTING MAINLY OF MEAT AND POULTRY PRODUCTS, FROZEN AND CANNED VEGETABLES, AND BEER AND WINE. REMAINING PURCHASES WERE MANUFACTURED PRODUCTS, I.E. FOOD PROCESSING EQUIPMENT AND FOOD SHOWCASES (\$2.6 MILLION), HOUSEWARES AND HOUSEHOLD SUPPLIES (\$1.4 MILLION), SAMPLES OF CONSTRUCTION EQUIPMENT (\$170,000), AND UNCLASSIFIED

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COMMERCIAL LAUNDRY EQUIPMENT (\$275,000). TOTAL ESTIMATE \$10,115,000.

3. AMONG INTERESTING PURCHASES WERE LIVE EELS FOR EEL FARM ON MIYAKO (\$150,000), AND 250 HEADS OF PET PONIES FOR MAINLAND JAPAN MARKET (\$50,000).

4. PARTICIPANTS SIGNED JAPAN SOLE AGENCY CONTRACTS FOR COLON --ALL WHEEL DRIVE BULLDOZERS (FOR RAINY SEASON CONSTRUCTION THROUGHOUT JAPAN.)

--HOLE-DIGGING MACHINERY.
--"POPPY FRIED CHICKEN" FRANCHISE.
5. GROUP MADE PROMISING START IN CONTRACTING
FOR COLON
--IMPORTATION OF LIVE CATTLE FROM HAWAII AND WEST COAST, USING

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AUTOMOBILE TRANSPORTS RETURNING EMPTY FROM US. CATTLE IS TO BE
PROCESSED HERE FOR MAINLAND JAPAN MARKET.
--LICENCE-PRODUCTION OF TV DINNERS.
--LICENCE-PRODUCTION OF HOME FERTILIZERS.
--IMPORTATION OF SELF-SERVICE GAS STATION EQUIPMENT.
--"RED LOBSTER" AND "BURGER KING" RESTAURANT FRANCHISES.
--JOINT VENTURE TO BUILD TWO DRIVE-IN THEATERS.
--JOINT VENTURE FOR ASSEMBLY OF CAMPERS.
6. WHILE PARTICIPANTS ARE UNDERSTANDABLY CLOSE-MOUTHED, MANY
ARE CLEARLY AIMING FOR MAINLAND JAPAN MARKET, USING TO ADVANTAGE
COLON DIRECT SHIPPING FROM WEST COAST TO OKINAWA, UNDER-UTILIZED
CUSTOMS CLEARANCE AND PLANT AND ANIMAL QUARANTINE FACILITIES ON
OKINAWA, AND REPORTEDLY CUT-RATE DOMESTIC SHIPPING FROM NAHA TO
MAINLAND JAPAN (SHIPS GENERALLY RETURN EMPTY ON JAPAN-OKINAWA RUN.)
7. GREATLY APPRECIATE SUPERB SUPPORT PROVIDED BY USDOC WASHINGTON
AND IN THE FIELD AND PER DIEM AUTHORIZATION FOR FSL ESCORT OFFICER
GIVEN BY STATE.
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